MSU BUSINESS TOPICS

Index for 1976

INDEX TO VOLUME 24, NUMBERS 1 THROUGH 4: 1976
AUTHORS AND ARTICLES
(Number—Page)

BOONE, LOUIS E. (coauthor), Farewell to Fair Trade 2 22

BROWN, WILSON B., Islands of Conscious Power: MNCs in the Theory of the Firm. 3 37

BUZBY, STEPHEN L. (coauthor), Profit Oriented Reporting for Marketing Decision Makers 3 60

DAVIS, FRANK W. JR. (coauthor), Local Participation: The Key to Preserving Adequate Railroad Services 1 40

DIRKS, LAURA M. (coauthor), Business Facts: Where to Find Them 3 23

DUTTON, PHILIP R. (coauthor), Employee Dental Insurance Plans For Today and Tomorrow 4 13

EMERY, DOUGLAS R. (coauthor), On the Evaluation of Decisions 2 42

FILLEY, A.C., The Parable of the Traffic Light: Uses and Misuses of Rules 4 57

GOELDNER, C.R. (coauthor), Business Facts: Where to Find Them 3 23

GREGORY, GENE, From Nissan with Love 1 47

HARRELL, GILBERT D. (coauthor), Crowding in Retail Stores 1 33

HAYDEN, ERIC W., Technology Transfer to the Soviet Bloc 1 11

HEINEN, J. STEPHEN (coauthor), Women in Management: The Fallacy of the Trait Approach 3 47

HEITGER, LESTER E. (coauthor), Profit Oriented Reporting for Marketing Decision Makers 3 60

HOCKING, JOAN M. (coauthor), The Evolution of Decision Systems 3 55

HOCKING, RALPH T. (coauthor), The Evolution of Decision Systems 3 55

HOLBERT, NEIL BRUCE, A Gilbertian Model for Business Management 4 27

HUTT, MICHAEL D. (coauthor), Crowding in Retail Stores 1 33

JOHNSON, JAMES C. (coauthor), Farewell to Fair Trade 2 22

KANGUN, NORMAN (coauthor), The Failings of Regulation 2 5

KLEMKOSKY, ROBERT C., An Anatomy of a Bear Market *1* *24*
KOVACH, KENNETH A., Improving Employee Motivation in Today's Business Environment *4* *5*
MOYER, R. CHARLES (coauthor), The Failings of Regulation *2* *5*
OLSON, ALDEN C. (coauthor), Portfolio Concentration Strategy of Mutual Funds *2* *59*
PATTEN, THOMAS H. JR. (coauthor), Employee Dental Insurance Plans For Today and Tomorrow *4* *13*
PATTON, EDWIN P. (coauthor), Local Participation: The Key to Preserving Adequate Railroad Services *1* *40*
PETERSON, WALLACE C., The Stationary State in Your Future *3* *5*
PUTNAM, LINDA (coauthor), Women in Management: The Fallacy of the Trait Approach *3* *47*
RITCHIE, J. R. BRENT, Roles of Research in the Management Process *3* *13*
RYAN, EDWARD J. JR., Federal Government MBO: Another Managerial Fad? ... *4* *35*
TARTER, JIM L. (coauthor), The Productivity Audit: A Key Tool for Executives. *2* *31*
TUGGLE, FRANCIS D. (coauthor), On the Evaluation of Decisions *2* *42*
TUTTLE, ROBERT E. JR. (coauthor), Local Participation: The Key to Preserving Adequate Railroad Services *1* *40*
ULRICH, THOMAS A. (coauthor), Portfolio Concentration Strategy of Mutual Funds *2* *59*
WALLIN, THEODORE O., The International Executive's Baggage: Cultural Values of the American Frontier *2* *49*
WEIGAND, ROBERT E., Selling Soviet Buyers *2* *15*
WEIHRICH, HEINZ, MBO in Four Management Systems *4* *51*
WETZLER, ROBERT T., Management Theory Can Produce a Continuing Bottom Line Impact *1* *5*
WHITEHURST, FREDERICK D., Dilemma in Financial Accounting *4* *45*
WOOTON, LELAND M. (coauthor), The Productivity Audit: A Key Tool for Executives *2* *31*

CLASSIFIED LIST OF ARTICLES IN VOLUME 24

(Number—Page)

Accounting and Finance

Portfolio Concentration Strategy of Mutual Funds, by Thomas A. Ulrich and Alden C. Olson 2 59

An Anatomy of a Bear Market, by Robert C. Klemkosky 1 24

Dilemma in Financial Accounting, by Frederick D. Whitehurst 4 45

Business Facts: Where to Find Them, by C. R. Goeldner and Laura M. Dirks .. 3 23

Profit Oriented Reporting for Marketing Decision Makers, by Stephen L. Buzby and Lester E. Heitger 3 60

Bibliography

Business Facts: Where to Find Them, by C. R. Goeldner and Laura M. Dirks .. 3 23

Economics

The Stationary State in Your Future, by Wallace C. Peterson 3 5

Government and Business

Farewell to Fair Trade, by James C. Johnson and Louis E. Boone 2 22

Federal Government MBO: Another Managerial Fad? by Edward J. Ryan, Jr. 4 35

Local Participation: The Key to Preserving Adequate Railroad Services, by Frank W. Davis, Jr., Edwin P. Patton, and Robert E. Tuttle, Jr. 1 40

Employee Dental Insurance Plans for Today and Tomorrow, by Thomas H. Patten, Jr., and Philip R. Dutton 4 13

The Failings of Regulation, by Norman Kangun and R. Charles Moyer 2 5

Insurance

Employee Dental Insurance Plans for Today and Tomorrow, by Thomas H. Patten, Jr. and Philip R. Dutton 4 13

International

The International Executive's Baggage: Cultural Values of the American Frontier, by Theodore O. Wallin 2 49

Selling Soviet Buyers, by Robert E. Weigand 2 15

From Nissan with Love, by Gene Gregory 1 47

Technology Transfer to the Soviet Bloc, by Eric W. Hayden 1 11

Islands of Conscious Power: MNCs in the Theory of the Firm, by Wilson B. Brown 3 37

Labor and Industrial Relations

Employee Dental Insurance Plans for Today and Tomorrow, by Thomas H. Patten, Jr. and Philip R. Dutton 4 13

Management

Management Theory Can Produce a Continuing Bottom Line Impact, by Robert T. Wetzler 1 5

Roles of Research in the Management Process, by J. R. Brent Ritchie 3 13

Women in Management: The Fallacy of the Trait Approach, by Linda Putnam and J. Stephen Heinen 3 47

MBO in Four Management Systems, by Heinz Weihrich 4 51

A Gilbertian Model for Business Management, by Neil Bruce Holbert 4 27

The Productivity Audit: A Key Tool for Executives, by Leland M. Wooton and Jim L. Tarter *2* 31

The Evolution of Decision Systems, by Ralph T. Hocking and Joan M. Hocking *3* 55

On the Evaluation of Decisions, by Douglas R. Emery and Francis D. Tuggle *2* 42

The Parable of the Traffic Light: Uses and Misuses of Rules, by A. C. Filley *4* 57

Federal Government MBO: Another Managerial Fad? by Edward J. Ryan, Jr. *4* 35

Improving Employee Motivation in Today's Business Environment, by Kenneth A. Kovach *4* 5

Marketing

Crowding in the Retail Stores, by Bilbert D. Harrell and Michael D. Hutt *1* 33

Profit Oriented Reporting for Marketing Decision Makers, by Stephen L. Buzby and Lester E. Heitger 3 60

Farewell to Fair Trade, by James C. Johnson and Louis E. Boone *2* 22

Personnel

Improving Employee Motivation in Today's Business Environment by Kenneth A. Kovach *4* 5

Women in Management: The Fallacy of the Trait Approach, by Linda Putnam and J. Stephen Heinen *3* 47